

Message Text

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PAGE 01 TEL AV 06906 311507Z

67

ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 SP-02 AID-05 NSC-05 CIEP-01

TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00 COME-00

FRB-03 INR-07 NSAE-00 USIA-06 XMB-02 OPIC-03 LAB-04

SIL-01 CU-02 L-03 PA-01 PRS-01 TAR-01 /086 W

----- 081425

R 311400Z OCT 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC 8783

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E.O. 11652: N/A

TAGS: EIND, IS

SUBJECT: MOTION PICTURES - VIOLATION OF GATT

REF: STATE 195072

1. QUOTED BELOW IS MAIN TEXT OF LETTER DATED OCT 28 FROM FOREIGN MINISTRY IN RESPONSE TO EMBASSY'S APPROACH ON CINEMA ADMISSION PRICE QUESTION. THIS LETTER REFERS TO MINISTRY'S INTERIM REPLY OF SEPT 8 TO ECONOMIC COUNSELOR'S LETTER DATED AUGUST 18 SETTING FORTH U.S. POSITION CONTAINED REFTEL.

2. QUOTE FURTHER TO OUR LETTER OF 8 SEPTEMBER, I AM NOW ABLE TO COMMUNICATE TO YOU THE REPLY JUST RECEIVED FROM THE MINISTRY OF COMMERCE AND INDUSTRY:

QUOTE: ON JUNE 13, 1975, THE ISRAELI AUTHORITIES ISSUED AN ORDER RELEASING ISRAELI FILMS FROM ADMISSION PRICE CONTROL. THIS ORDER - GIVEN UNDER THE PROVISIONS OF THE LAW FOR THE SUPERVISION OF PRODUCTS & SERVICES (1957) WHICH PREDATES ISRAEL'S ACCESSION TO THE GATT - WAS INTENDED TO REMAIN FOR AN EXPERIMENTAL PERIOD DUE TO THE DECLINING SHARE
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PAGE 02 TEL AV 06906 311507Z

OF ISRAELI PRODUCED FILMS IN MOTION PICTURE SCREENINGS.

IT MAY BE NOTED THAT THE TOTAL RECEIPT OF ADMISSION FEES TO CINEMAS IN ISRAEL ROSE BY 30 PERCENT FROM 1973 TO 1974 (FROM 102 MILLION ISRAELI POUNDS TO 132 MILLION ISRAELI POUNDS), WHILE AT THE SAME TIME THE SHARE OF ISRAELI FILMS DROPPED BY 30 PERCENT FROM 10 MILLION ISRAELI POUNDS IN 1973 TO 6.6 MILLION ISRAELI POUNDS.

IN VIEW OF THE EXTREMELY SMALL SHARE OF THE ISRAELI FILMS (LESS THAN 5 PERCENT) THE ISRAELI AUTHORITIES BELIEVE THAT THERE WILL BE NO SIGNIFICANT PREJUDICIAL EFFECT ON FOREIGN MADE FILMS.

IT SHOULD ALSO BE NOTED THAT IN THE MEANTIME THE ASSOCIATION OF CINEMA OWNERS HAS FILED AN APPLICATION FOR PRICE INCREASE WHICH IS NOW UNDER CONSIDERATION. UNQUOTE.

I HOPE THAT THE ABOVE INFORMATION WILL SATISFY, SHOWING THAT RELEASING ISRAELI FILMS FROM PRICE CONTROL IS NOT PREJUDICIAL TO THE INTERESTS OF FOREIGN FILMS. SHOULD YOU REQUIRE FURTHER INFORMATION, WE WOULD BE PLEASSED TO PROVIDE FURTHER CLARIFICATIONS. UNQUOTE. SIGNED GAD ELRON, DIRECTOR, ECONOMIC DIVISION, MINISTRY FOR FOREIGN AFFAIRS. TOON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MOTION PICTURES
Control Number: n/a
Copy: SINGLE
Draft Date: 31 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: CunninFX
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TELAV06906
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750379-0150
From: TEL AVIV
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975104/aaaaadvv.tel
Line Count: 86
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 STATE 195072
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 11 AUG 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 AUG 2003 by izenbei0>; APPROVED <01 DEC 2003 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MOTION PICTURES - VIOLATION OF GATT
TAGS: EIND, IS, GATT
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006